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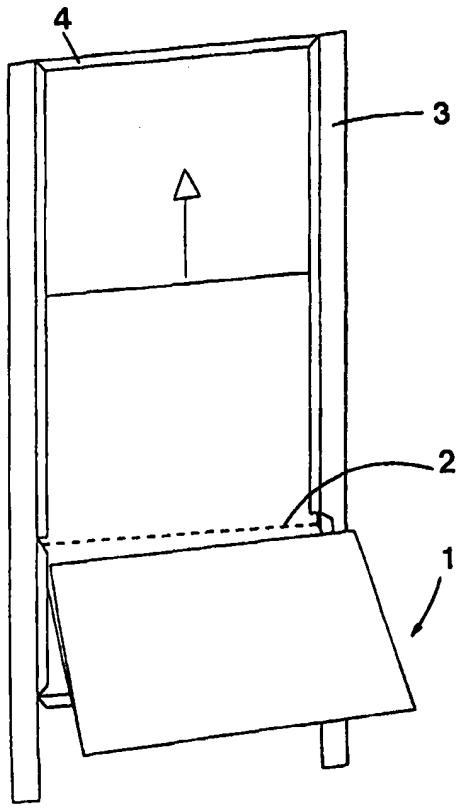
(54) Title: METHOD FOR BILL-POSTING AND SYSTEM ADAPTED FOR SAID METHOD

(57) Abstract

The present invention relates to a method of placarding which is characterised in that at least one sheet (1, 1b), preferably of corrugated cardboard, is provided with printed matter on at least one side. It is thereafter provided with at least one score/groove (2) crossing the sheet, about which it is thereafter folded up into an easily transportable unit. At a placarding site the sheet (1, 1b) is then unfolded to its full size and applied in a holder (3, 3b) specially intended for this. The said holder is made to retain the sheet (1, 1b) in that at least one part of an edge area of the sheet is enclosed by the holder (3, 3b). The invention also relates to a system of placarding adapted to this method.



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Method for Bill-Posting and System Adapted for Said Method.

The present invention relates to a method of placarding and a system of placarding adapted to the method.

Putting up advertising placards by pasting thin sheets of printed paper on to a surface intended for placarding is known. Standard methods of putting up large placards generally involve pasting a plurality of smaller sheets of paper which are made to carry a part of an advertising message, onto the placarding surface, so as to match up the design. This is a time-consuming method that requires great skill on the part of those pasting up the placards. Applying large advertising placards in this way also often results in unsuitable working positions, which may give rise to industrial injuries and mean that those carrying out the placarding have to do this from a ladder or the like. The relatively large amount of time spent also means that those pasting up the placards alongside a traffic route or a railway track are exposed to a further element of risk during this time. With renewed placarding on the same placarding surface, the placard layers accumulate one on top of another, which means that the placarding surface gradually comes to carry a considerable weight and therefore, in order not to overload the surface, the placarding surface has to be cleaned by tearing off the layers of placard. The accumulation of placard layers can also result in uneven and hence aesthetically unappealing surfaces, which can also make it more difficult to match up designs. It is also in the nature of the method that replacarding is rendered more difficult or impossible in very cold or damp weather. It is not possible at present to recycle the placard sheets owing to the adhesive generally used and the difficulty of removing the placards from the placarding surface.

According to one embodiment of the present invention a method of placarding is produced as specified in claim 1, which has the advantages specified below compared to the known method described above.

The invention also produces a system of placarding intended for the method according to the present invention, as specified by claim 9, which has the advantages specified below compared to the known system of placarding described above.

Preferred embodiments of the method and the system of placarding intended for this also have any or some of the characteristics specified in respective subordinate claims.

The method according to the invention and the products produced by the said method

have several advantages:

Using the method and the system according to the invention, replacarding can be done rapidly by means of simple operations and performed by unskilled personnel.

By using the method and the system of placarding according to the invention, stands for display surfaces do not need to be designed to support the accumulated weight of a plurality of placard layers.

The method and the system according to the invention allow replacarding to be carried out regardless of temperature and damp weather conditions.

The method and the system according to the invention also allow the placarding material to be re-used and, where this is collected, complete recycling thereof, thereby achieving great environmental advantages.

The method and system of placarding according to the invention also allow the placarding surface to be used for a permanent advertising message, when placarding is not continuous.

Furthermore, the method and the system according to the invention allow the placard sheets to be arranged so as to support or to simulate three-dimensional surfaces.

The majority of placarding surfaces intended for placarding in the known manner can easily be adapted for placarding by the method and the system according to the invention.

The invention will be explained in more detail below with the aid of an example of an embodiment of the method of placarding according to the present invention and the system of placarding intended for this, and with reference to the drawings attached in which:

Fig. 1 shows a sheet according to a first embodiment of the present invention.

Fig. 2 illustrates the method of folding up the sheet according to fig. 1 into an easily transportable unit.

Fig. 3a illustrates application of the sheet according to fig. 1 in a holder specially intended therefor.

Fig. 3b shows how the sheet according to fig. 3a can be fastened to the holder.

Fig. 4 shows a sheet according to a second embodiment of the present invention

Fig. 5 illustrates the application of matching the design of two sheets provided with printed sections according to fig. 4 in a special holder intended therefor.

Fig. 5a shows a partial enlargement of the fastening circled in fig. 5

Fig. 6 illustrates, in diagrammatic form, how the method and the system according to the present invention permit re-use and recycling of the placard sheets.

The sheet 1 according to a first embodiment of the present invention shown in fig. 1 is suitably made of corrugated cardboard or some similar material. The sheet 1 is intended to be provided with printed advertising matter on at least one side. The surface of the sheet 1 is preferably provided with a layer acting as moisture barrier. This layer preferably allows the sheet to be recycled without first having to remove the layer. The sheet 1 furthermore has two scores/grooves 2 extending across it, about which it is adapted to be folded up into an easily transportable unit. The scores/grooves 2 are preferably formed parallel to the sheet flute tubes. The sheet 1 may, for example, be of the usual size for placarding of 3000x1400 mm or some other arbitrary size.

Fig. 2 shows how the sheet according to fig. 1, can be folded up about its scores/grooves 2 crossing the sheet into an easily transportable unit, for transport to an advertising company depot or a placarding site. Because the sheet 1 can be folded up in this way, even large sheets can be easily transported in a standard vehicle.

It will be seen from fig. 3a how the sheet 1, according to fig. 1, after transport to a placarding site in the folded state, according to fig. 2, can be unfolded and applied in a holder 3 specially intended for holding the sheet. The holder 3, as shown in the figure, for example, can be designed with a frame 4 corresponding to the periphery of the sheet, the frame being provided with longitudinal slots which are adapted to receive and enclose the edges of the sheet. In use, the frame 4 is opened at one end and the sheet is then pushed into the slots, following which the frame 4 is closed around the free edge of

the sheet as illustrated in fig. 3b. Pushing the sheet 1 into slots in the frame 4 of the holder also prevents water getting into the tube flutes and adversely affecting the characteristics of the sheet. The sheet 1 is preferably applied so that its tube flutes are oriented horizontally.

Fig. 4 shows a sheet 1b of corrugated cardboard according to a second embodiment of the present invention. The said sheet 1b is preferably intended to be used together with one or more similar sheets, each carrying a printed section. In order to permit application with matching of the design between the printed sections, the sheet 1b, in addition to the characteristic features as specified in the description of the first embodiment according to fig. 1, is also provided with at least two essentially parallel scores/grooves 5, each defining two elongated opposing edge areas of the sheet 6. The printed section of each sheet 1b is formed between the elongated edge areas 6 on at least one side of the sheet 1b.

As will be seen from fig. 5, two sheets 1b provided with printed sections are adapted to form a complete placarding image in that the elongated edge areas 6 are folded so that they form angles with the printed surface of the sheet. The sheets 1b are then applied so that a score/groove 5 defining an elongated edge area on each sheet is fixed parallel side by side thereby matching the design between the printed sections in a holder 3b specially intended for the sheets. The holder 3b is adapted to retain the sheets 1b in that at least part of their elongated edge areas 6 is enclosed by the rim of the holder 3b. The sheets 1b, as shown, for example, in the detached circle in Fig. 5, are fixed behind the placarding surface at their respective elongated folded-in edge areas 6, and this affords them protection against moisture, whilst fixing them behind the placarding surface means that the sheets 1b can be applied in such a way that the printed sections can essentially adjoin one another.

Fig. 5a shows, by means of a partial enlargement of the content of the detached circle in fig. 5, how the sheets 1b can be fixed behind the placarding surface so that a score/groove 5 defining an elongated edge area 6 on each sheet 1b can be fixed parallel so as to match the design between the sections. To achieve this the elongated edge areas of the sheets are folded to form angles with the printed surfaces of the sheets and are then inserted into the fastening devices 7 located in the position shown in fig. 5a. The fastening devices are then twisted in the direction as indicated by the arrows P and locked, which results in the sheets 1b being put under tension and thus fixed by the holder 3b.

Fig. 6 shows in diagrammatic form how the method and the system according to the present invention permit re-using and recycling of the placard sheets 1, 1b. The sheets 1, 1b are manufactured conventionally from raw timber material which is cut and transported to a manufacturing plant 8, and recycled material. Following this the sheets are provided with advertising printed matter, a layer acting as moisture barrier and the scores/grooves 2, 5 that are required in order to allow the sheet 1, 1b to be folded up into an easily transportable unit. The folded sheet 1, 1b is then transported to an advertising company depot 9, from where it is transported to the placarding site 10 when it is time for the advertising campaign. At the placarding site the sheet is unfolded and applied in a holder 3 specially intended for the sheets. After its use at the placarding site 10 the sheet can be released from the holder 3, 3b and thereafter folded up again into the easily transportable unit and transported back to the advertising company depot 9. There it can then be stored before once again being transported to the same site or to a new placarding site 10, where the sheet 1, 1b is again unfolded to its full size and applied in a holder 3, 3b specially intended for this, for a repeat advertising campaign. On conclusion of placarding, the sheet 1, 1b is removed from the holder 3, 3b, folded up and transported to a recycling plant 9 for recycling. It is also possible to re-use the sheet 1, 1b by providing it with printed matter on both sides and, after its use at the placarding site 10 at which one of its sides was displayed, the sheet can be released from the holder 3, 3b, turned and placed back in the holder again so that its other side is now displayed.

It will be obvious to a person skilled in the art that the method of the invention is not confined to the embodiments described above, but can rather lend itself to modifications within the scope of the idea of the invention defined in the claims below. Thus, for example, the sheet may be made of any material with similar characteristics, and the person skilled in the art will moreover realise that the holders for the sheets may be made in many different ways. Furthermore the sheets, because of their relative rigidity, can also easily be adapted to carry further formed elements provided with printed sections, the said forms, for example, possibly resembling elements in the advertising message to be communicated. Alternatively the sheet itself may be adapted to permit application in the holder so that it assumes a form other than the entirely plane form.

Claims

1. Method of placarding, **characterised in that** at least one sheet (1, 1b), preferably of corrugated cardboard, is provided with printed matter on at least one side and that it is thereafter provided with at least one score/groove (2) crossing the sheet, about which the sheet is then folded up into an easily transportable unit, to be unfolded to its full size at a placarding site and applied in an openable holder (3, 3b) specially intended for this in that the holder is opened and the sheet is pushed into slots intended for the edges of the sheet, following which the holder is closed so that it is made to retain the sheet (1, 1b) in that at least one part of an edge area of the sheet (1, 1b) is enclosed by the holder (3, 3b).

2. Method according to claim 1, **characterised in that** the sheet (1, 1b), after printed matter has been provided on at least one of its sides, is provided with a layer acting as moisture barrier on its at least one side provided with printed matter.

3. Method according to claim 1 or 2, **characterised in that** at least two sheets (1, 1b), having been provided with at least one score/groove (2) adapted to permit folding up, are furthermore each provided with at least two essentially parallel scores/grooves (5), each of which defines two elongated opposing edge areas (6) of each sheet, between which elongated opposing edge areas each sheet (1b) has been provided beforehand on at least one of its sides with a printed section, which is made to form a complete placarding image in that the elongated edges areas (6) prior to application are folded to form angles with the printed surface of the sheet and the sheets (1b) are thereafter applied so that one of the scores/grooves (5) defining an elongated edge area (6) on each sheet is fixed parallel side by side with matching of the design between the printed sections in a holder (3b) specially intended for the sheets, the holder being made to retain the sheets in that at least one part of their elongated edge areas (6) is enclosed by the holder (3b).

4. Method according to any of the preceding claims, **characterised in that** the sheet (1, 1b) is provided on both sides with printed matter and that the sheet, some time after it has been applied at the placarding site is released from the holder (3, 3b), turned and again applied in the holder (3, 3b) so that its second side is now displayed.

5. Method according to any of the preceding claims, **characterised in that** the sheet (1, 1b), some time after it has been applied at the placarding site, is released from the holder (3, 3b) and thereafter folded up again into an easily transportable unit and transported to a depot where it is stored for some time before again being transported to a placarding site where the sheet (1, 1b) is again unfolded to its full size and applied in a holder (3, 3b) specially intended for this.

6. Method according to any of the preceding claims, **characterised in that** the sheet (1, 1b) on conclusion of placarding is removed from the holder (3, 3b), folded up and transported to a recycling plant for recycling.

7. Method according to any of the preceding claims, **characterised in that** the sheet (1, 1b) is provided with one or more formed elements provided with printed sections, the said elements being adapted to give the viewer a three-dimensional impression when the sheet (1, 1b) is applied in the holder (3, 3b).

8. Method according to any of the preceding claims, **characterised in that** the sheet (1, 1b), when applied in the holder (3, 3b), is adapted to assume a form other than the completely plane form.

9. System of placarding, **characterised in that** it comprises the following parts: at least one sheet (1, 1b), preferably of corrugated cardboard and provided with printed matter on at least one side, which has at least one score/groove (2) crossing the sheet, about which the sheet (1, 1b) is adapted to be folded up into an easily transportable unit and unfolded to its full size at the placarding site; at the placarding site an openable holder (3, 3b) specially intended for the sheet (1, 1b) unfolded to its full size, the said holder having slots adapted to receive the edges of the sheet when the sheet is pushed into the opened holder, and the said holder (3, 3b) being adapted to receive the sheet (1, 1b) when it is pushed in and to retain the sheet by enclosing at least one part of an edge area of the sheet after closing of the holder (3, 3b).

10. System of placarding according to claim 9, **characterised in that** the sheet (1, 1b) is also provided with at least two essentially parallel scores/grooves (5), each of which defines two elongated opposing edge areas (6) of the sheet, and that each sheet (1b) on at least one side is provided between the elongated edge areas (6) with a printed section, which is adapted to form a complete placarding image in that at least two

sheets (1b), unfolded to full size and so that the elongated edge areas (6) are folded to form angles with the printed surface of the sheet, are adapted to be applied so that a score/groove defining an elongated edge area (6) on each sheet is fixed parallel side by side with matching of the design between the printed sections in a holder (3b), specially intended for the sheets, the said holder being adapted to retain the sheets in that at least one part of their elongated edge areas (6) is enclosed thereby.

11. System of placarding according to claim 9 or 10, **characterised in that** the sheet (1, 1b) on its at least one side provided with printed matter is also provided with a layer acting as moisture barrier and that the holder (3, 3b) is adapted to prevent moisture getting into the sheet (1, 1b) from its edges by enclosing the major part thereof.

12. System of placarding according to any of claims 9 to 11, **characterised in that** the sheet (1, 1b) is provided with printed matter on both sides.

13. System of placarding according to any of the preceding claims, **characterised in that** the sheet (1, 1b) is provided with one or more formed elements provided with printed sections, the said elements being adapted to give the viewer a three-dimensional impression when the sheet is applied in the holder (3, 3b).

14. System of placarding according to any of the preceding claims, **characterised in that** the sheet (1, 1b) is adapted to permit application in the holder (3, 3b) so that it assumes a form other than the completely plane form.

Fig 1

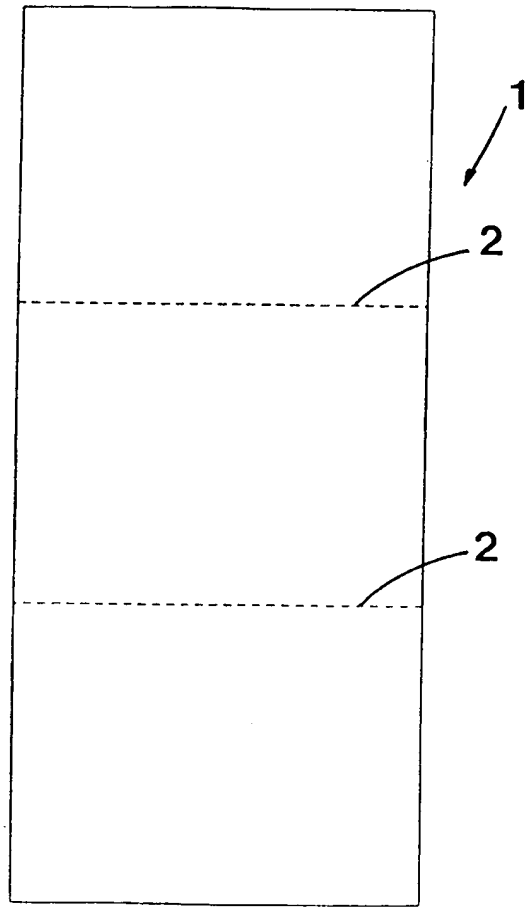


Fig 2

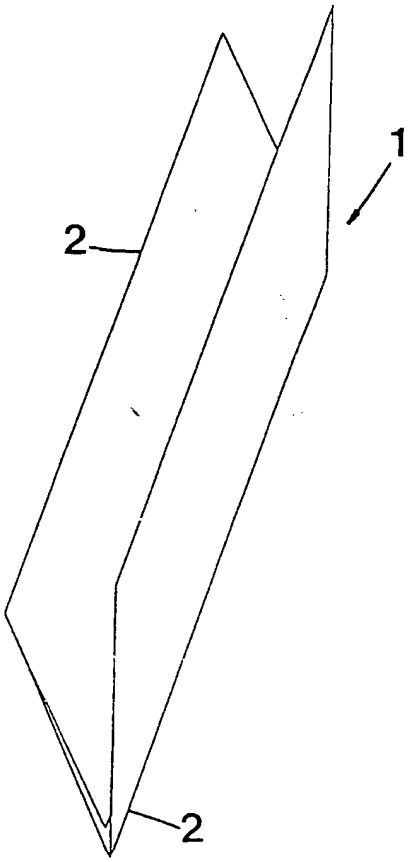


Fig 3b

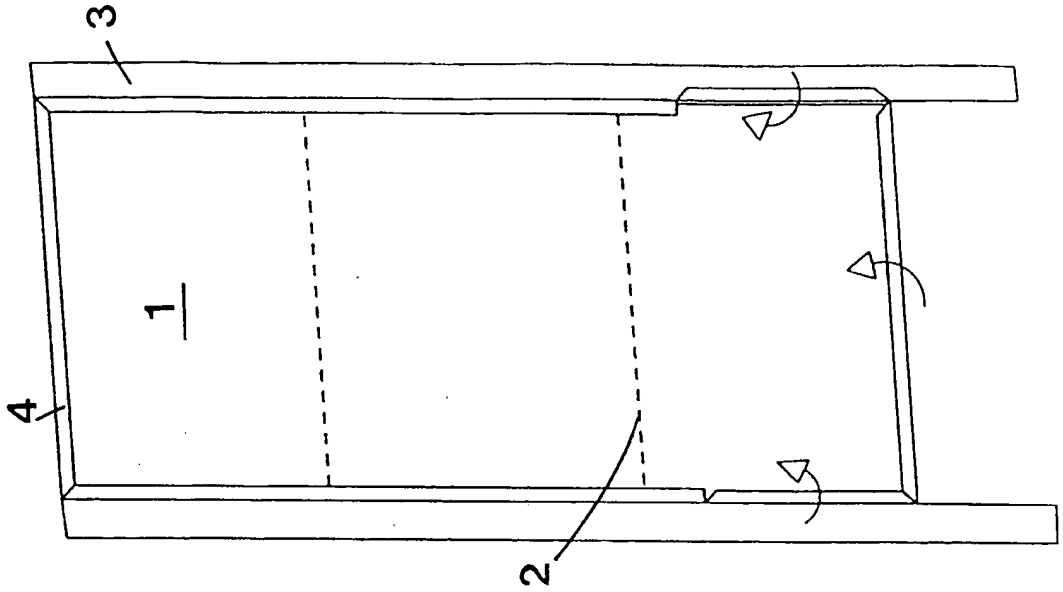


Fig 3a

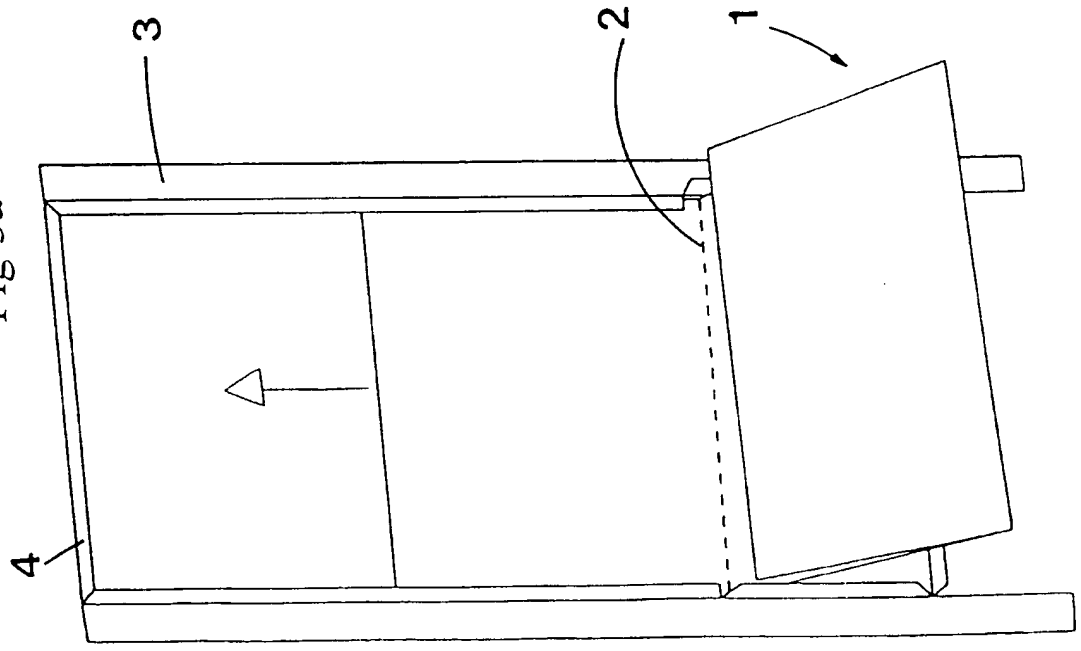


Fig 4

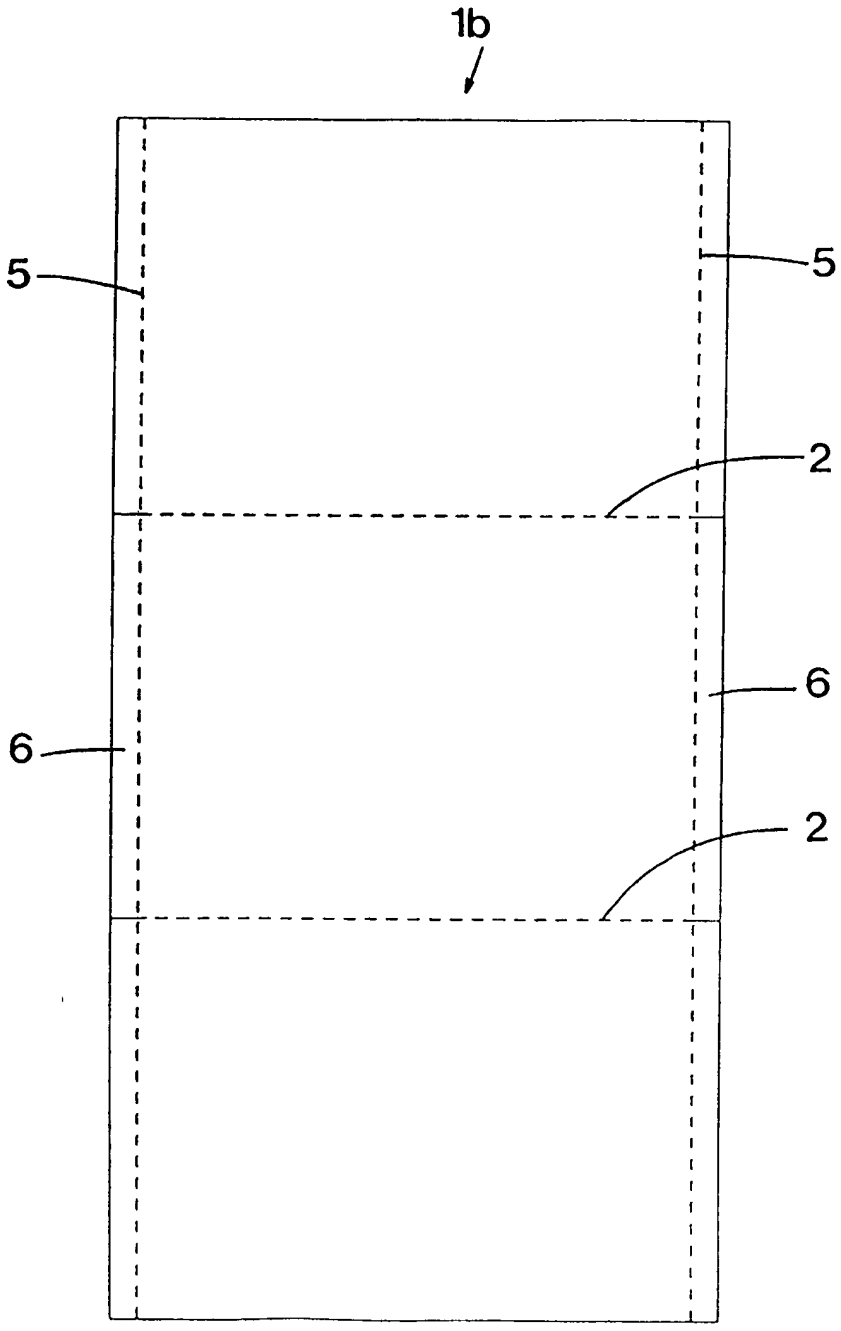


Fig 5a

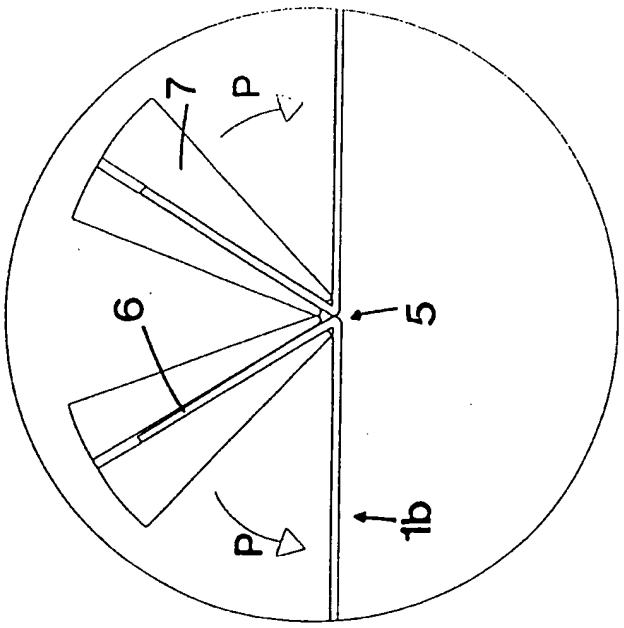
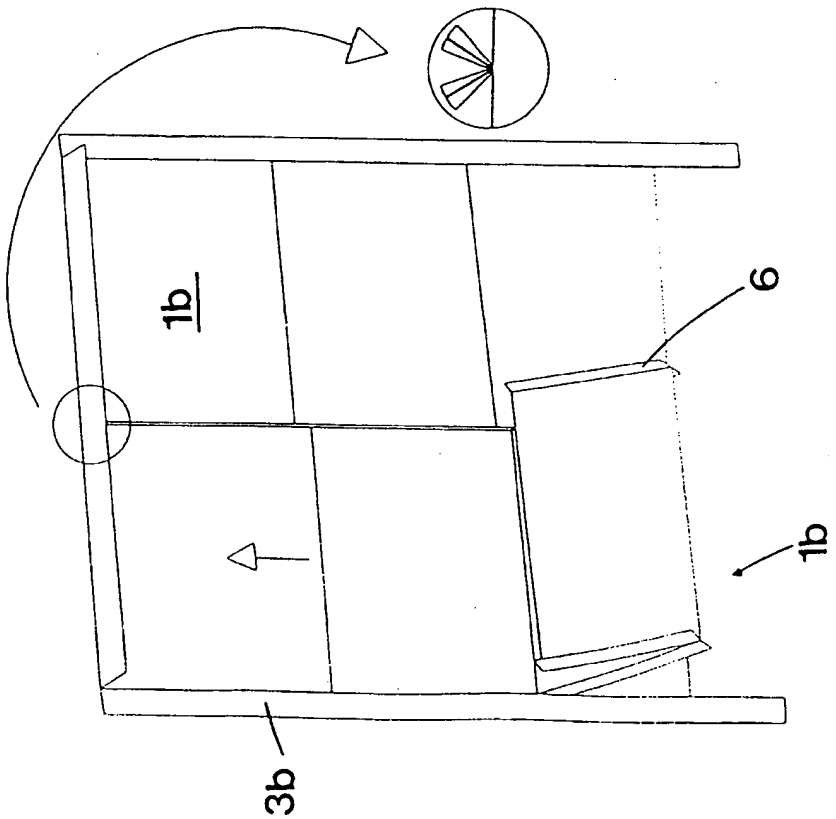


Fig 5



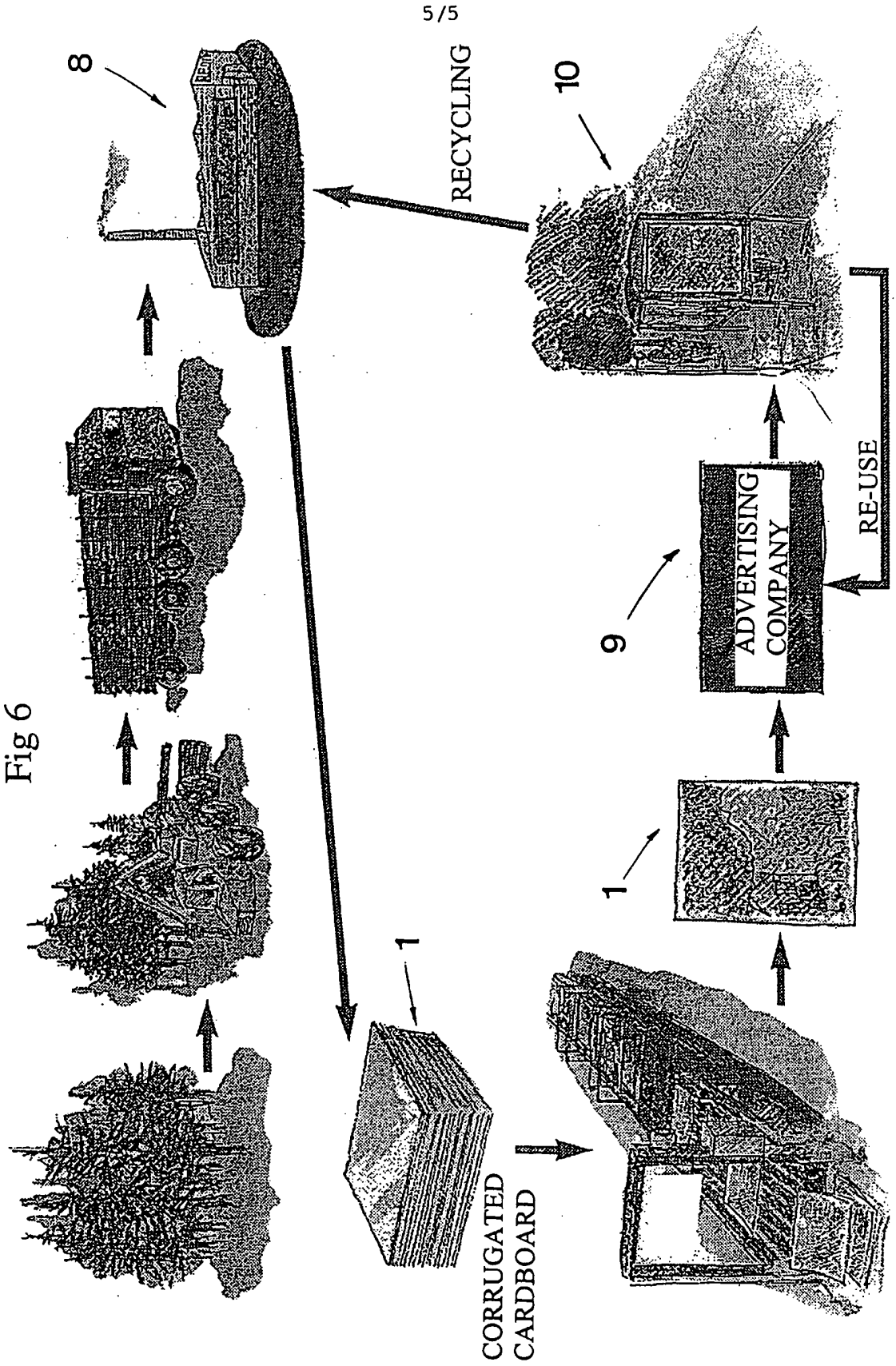

8
RECYCLING
10
RE-USE
ADVERTISING COMPANY
9
1
1
CORRUGATED CARDBOARD

Fig 6

INTERNATIONAL SEARCH REPORT

International application No.
PCT/SE 98/00545

A. CLASSIFICATION OF SUBJECT MATTER

IPC6: G09F 15/00
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

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Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

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C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
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Y		7,8,13,14
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A	SE 399141 B (ASEA AB), 30 January 1978 (30.01.78), figures 1-4	1-14
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Y	FR 2218042 A (ALLESTIMENTI PUBBLICITARI S.R.L.), 6 Sept 1974 (06.09.74), figures 1-2	7,8,13,14
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Y	US 4823489 A (G.L. CEA), 25 April 1989 (25.04.89), figures 1-4, abstract	7,13
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[X] Further documents are listed in the continuation of Box C. [X] See patent family annex.

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Date of the actual completion of the international search	Date of mailing of the international search report
30 June 1998	02.07.1998
Name and mailing address of the ISA/ Swedish Patent Office Box 5055, S-102 42 STOCKHOLM Facsimile No. +46 8 666 02 86	Authorized officer Paul Winblad Telephone No. +46 8 782 25 00

Form PCT/ISA/210 (second sheet) (July 1992)

INTERNATIONAL SEARCH REPORT

International application No.
PCT/SE 98/00545

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

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INTERNATIONAL SEARCH REPORT

Information on patent family members

09/06/98

International application No.
PCT/SE 98/00545

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